

Amendments to the Claims:

This listing of claims replaces all prior versions and listings of claims in the application:

Listing of Claims:

**1.-54. (Cancelled)**

**55. (New)** A method for displaying an image on a plurality of displays, each display being in one of a plurality of elevator cabs, the method comprising:

inspecting a playlist having first data leading to first information to be displayed;

on the basis of the first data, retrieving the first information;

assembling second data, the second data being representative of an image that includes the first information; and

distributing the image to each display.

**56. (New)** The method of claim 55, wherein inspecting the playlist comprises determining, on the basis of the first data, an address from which the first information is to be retrieved.

**57. (New)** The method of claim 55, wherein assembling second data comprises merging the first information with second information to be displayed concurrently with the first information.

**58. (New)** The method of claim 57, further comprising selecting the first information to be an advertisement and the second information to be real time general information.

- 59. (New)** The method of claim **55**, further comprising selecting a playlist on the basis of micro-demographic information.
- 60. (New)** The method of claim **55**, wherein the first data comprises a pointer to an internet address.
- 61. (New)** The method of claim **55**, wherein the first data comprises a pointer to data stored in a local area network.
- 62. (New)** The method of claim **55**, further comprising inspecting third data indicating when the first information is to be displayed, and wherein providing the image to each display comprises providing the image at a time consistent with the third data.
- 63. (New)** The method of claim **55**, further comprising locally caching the first information.